

TITLE OF TASK ORDER: Planning, Developing, Implementing, and Evaluating an NHLBI Women's Heart Health Awareness Campaign

I. Statement of Work

A. Background Information

1. Project Description

The contractor shall provide services to the National Heart, Lung, and Blood Institute's (NHLBI) Office of Prevention, Education, and Control (OPEC) in the planning, development, implementation, and evaluation of a national campaign that includes, but is not limited to, communications products and activities and outreach activities, which meet the public education goals of implementing an NHLBI women's heart health national health education action plan.

As part of the campaign planning process, the NHLBI is seeking to work with groups that have already been active in developing women's heart health awareness/education efforts in order to avoid duplicating efforts and involve them in the campaign as well as obtain their input on the most appropriate role for the NHLBI. These groups include the Office on Women's Health, Department of Health and Human Services; Office of Research on Women's Health, National Institutes of Health; American Heart Association; other strategy development workshop participants; and others. The contractor shall work with the NHLBI in recruiting and sustaining national and local level partnerships to assist the Institute in implementing the action plan.

2. Need for the Procurement/Background

The NHLBI is congressionally mandated to plan, conduct, foster, and support an integrated and coordinated program of basic research, clinical and epidemiological studies, and demonstration and education projects into the causes, prevention, diagnosis, and treatment of diseases of the heart, lungs, and blood vessels, and sleep disorders.

Within the NHLBI, the OPEC holds the lead responsibility for initiating educational activities and for translating research findings into programs and products for use by a diverse audience of health care providers, public health practitioners, patients, and the general public.

Cardiovascular disease (CVD) is the leading cause of death and illness in American women. Overall, 9 million women of all ages suffer from CVD: 1 in 10 women at ages 45 to 64 years, and 1 in 4 women over age 65. About half a million women die of CVD every year; of those, 250,000 die of heart attacks and more than 90,000 die of stroke. Despite the seriousness of heart attack, stroke, and other cardiovascular diseases in women, the symptoms are often unrecognized by both women and their physicians. Moreover, there is a widespread misconception that heart disease is primarily a man's disease.

A 2-day strategy development workshop, *Women's Heart Health: Developing a National Health Education Action Plan*, was convened by the NHLBI on March

26–27, 2001, as the first step in developing an ambitious and urgent agenda for a new health education effort for women. The strategy development workshop brought together a group of more than 70 key researchers, public health leaders, women's and minority health advocates, health communicators, health care delivery experts, and others who have a stake in improving women's cardiovascular health to develop a science-based blueprint for a comprehensive health education action plan for patients, health professionals, and the public.

The Workshop Summary Report outlines participants' recommendations for a women's heart health national health education action plan (Attachment 4). These recommendations were developed from the common priority needs, themes, and suggestions of the work accomplished by participants during the small group sessions. Workshop participants were asked to develop recommendations for an action plan that addressed each of the four NHLBI Cardiovascular Health Performance Goals (see Attachment 1). The goals are part of the NHLBI's efforts to meet the cardiovascular health goals and objectives in the Federal Government's Healthy People 2010 Initiative.

This procurement will deal with implementing the principle recommendation made by workshop participants, which is to develop a national public awareness and outreach campaign to convey the message that heart disease is the number one killer of American women and that it can be successfully prevented and treated.

B. Objectives

The purpose of this procurement is to obtain services to plan, develop, implement, and evaluate a national public education campaign to increase awareness about women and heart disease and improve prevention and control of heart disease risk factors. The primary objective of the campaign should be to increase awareness that heart disease is the number one killer of American women. It should seek to "put a face on heart health," motivating women to take heart health seriously and engage in personal action to reduce their risk of heart disease. A secondary objective is to motivate health professionals to provide their women patients with clear messages about heart disease prevention and a high standard of care for the treatment and control of heart disease and its risk factors.

The objectives of this comprehensive 3-year campaign should be guided by the NHLBI's four Cardiovascular Health Performance Goals (see Attachment 1), and the contractor should select one of the goals as areas of emphasis for the campaign. The campaign should be implemented as a national-level effort and at selected regional/local levels, and in partnership with strategically selected organizations. It should be designed to employ state-of-the-art communication techniques and a variety of communication channels and program strategies.

II. Services to be Performed

[For solicitation purposes, the offeror should assume materials and services for one national awareness campaign and related regional/local campaigns in up to five areas to be selected as part of the campaign planning process. The national campaign will require Tasks 1–5. The regional/local campaigns will require principally Tasks 1, 3, 4, and 5.]

TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION

The contractor shall provide a project manager for the period of performance of this contract who shall serve as the principal point of contact with the Government and who shall be responsible for preparing reports and plans, supervising project staff, issuing assignments, monitoring contract progress, and maintaining budget control.

The contractor shall be required to develop, implement, and maintain a project management and administrative plan that can both forecast and report information regarding staff time and resources allocated and used for each phase of the project. Associated costs, both direct and indirect, shall be reported monthly on a routine basis. This information shall be made readily available when requested by the NHLBI Project Officer. In the plan, the contractor shall describe the controls that will be used to satisfy this requirement. The contractor shall hold regular meetings and/or conference calls with the NHLBI Project Officer at the NHLBI. [For solicitation purposes, the offeror should assume one meeting/week in year 1 of the contract and one meeting/month in each of years 2 and 3 of the contract.]

TASK 2: STRATEGIC PLANNING AND FORMATIVE RESEARCH

The contractor, in conjunction with the designated OPEC project team, shall develop a creative and innovative 3-year strategic project plan to support the public education goal of the NHLBI to develop a national health education program on women's heart health.

The plan shall prioritize the NHLBI's four Cardiovascular Health Performance Goals (see Attachment 1), select one goal, and address strategies for increasing awareness and educating defined groups of patients, health professionals, and the public for the selected goal. The plan shall include objectives and strategies for a national awareness campaign and regional/local outreach efforts. It shall include strategies for reaching health professionals to build awareness of CVD prevention and treatment issues. This plan shall have a sound theoretical foundation and be based on health-behavior and health-communication models that have been shown to be effective in reaching the chosen target audiences.

The plan shall provide an overview of the environment for the communication project, the specific objectives of the project, and the activities that will achieve those objectives. The Strategy Development Workshop Report (Attachment 4) can be used to help inform strategy development and selection of strategic partners.

Task 2A. Formative Research: In developing the plan, the contractor shall take into consideration the results of the formative research described in the following subtasks:

Subtask 2a. Target Audience Analysis: The contractor shall identify one or more primary target audiences (and one or more secondary audiences, if necessary) and the rationale for selecting each audience. The contractor must give consideration to minority audiences, especially African Americans.

The contractor shall use state-of-the-art formative research techniques to conduct audience analysis, including audience segmentation. This analysis shall include, but not be limited to, existing information on prevalence of the problem; assessments of awareness, knowledge, attitudes, and behavior; psychographic and

lifestyle information; demographic information; media habits; orientation towards health; psychological characteristics; and other relevant information about the audience(s).

Subtask 2b. Existing Program Analysis: The contractor shall conduct an analysis of competing and complementary messages and programs and shall show the position of the NHLBI message within the context of similar messages and programs.

Task 2B. Strategic Project Plan: The contractor shall develop a 2-year strategic project plan for the national campaign that includes the following:

- ï Results of the target audience(s) analysis (Subtask 2a).
- ï Results of the analysis of competing and complementary programs and messages (Subtask 2b).
- ï Project goals and objectives.
- ï Recommendations for a mix of communication products, marketing strategies, dissemination channels, and outreach activities to achieve the objectives of the project. The project plan shall include strategies for national-level awareness activities and regional/local-level outreach efforts. Recommendations will include approaches to releasing products and staging events/activities in phases as appropriate during the 3-year contract period.
- ï Strategies for identifying and selecting potential organizations with whom NHLBI can form strategic partnerships.
- ï Strategies for involving NHLBI partners in implementing the project—national campaign and regional/local outreach activities.
- ï Research-based recommendations for priority target geographic regions and local communities in the United States for outreach efforts.
- ï Recommendations for implementing Tasks 3, 4, and 5.

TASK 3: CONCEPT DEVELOPMENT, MESSAGE TESTING, IDENTIFYING COMMUNICATION CHANNELS, AND MATERIALS DEVELOPMENT

Under the direction of the NHLBI Project Officer, the contractor shall be responsible for the following tasks:

Task 3A. Develop and Test Message Concepts: The contractor shall develop message concepts that are appropriate for and appealing to the target audience(s). The message concepts shall address the unique needs of each audience segment (such as ethnicity/culture, language, reading ability, etc.)

The contractor shall test message concepts in the developmental stages to ensure that they are clear, credible, effective, and easily understood and recalled by the intended audience. The contractor shall produce the messages in forms suitable for testing and shall submit a written summary of test results. The research methods used to test the materials will be selected by the NHLBI Project Officer in consultation with the contractor, and may include focus groups, professional review, mall intercepts, one-on-one testing, as well as other techniques.

[For solicitation purposes, assume eight focus groups.]

Task 3B. Identify Communication Channels and Recommend Outreach Activities: The contractor shall identify and recommend a mix of national and community-level communication channels for reaching the target audience(s). The contractor shall also recommend special events and outreach activities for reaching audiences at the national and regional/local levels.

[For solicitation purposes, assume up to five regional/local events.]

Task 3C. Materials Development: The contractor shall be responsible for the design and production of a variety of communication and outreach materials. The materials will include, but not be limited to, mass media products, print material, and interactive Internet-based products. The actual mix of materials produced for this project will be an outgrowth of the marketing and communication planning process. The contractor shall develop program materials that are understandable, relevant, attention-getting and memorable, attractive, credible, and acceptable to the target audience(s). The contractor also shall develop and implement a plan of quality control procedures to be used throughout the cycle of material/product development.

The contractor shall demonstrate expertise and success in developing culturally-sensitive materials; creative and attractive graphic design; print material design and layout; PSA production and video production; web site design; photographs; PowerPoint presentations; and other products.

[For solicitation purposes, assume 3 TV PSAs, 12 radio PSAs, 4 print PSAs, 1 Web site, two 12-page brochures, 2 posters, 1 PowerPoint presentation, one 10-minute video, 1 community action kit, and 1 marketing flyer.]

Task 3D. Test Communications and Outreach Materials: The contractor shall test communications/outreach materials in the developmental stages to ensure that the messages are clear, credible, effective, and easily understood and recalled by the intended audience. The contractor shall produce the materials in forms suitable for testing and shall submit a written summary of test results. The contractor shall also be responsible for incorporating the findings into the final version of the materials. The research methods used to test the materials will be selected by the NHLBI Project Officer in consultation with the contractor, and may include focus groups, professional review, mall intercepts, one-on-one testing, as well as other techniques.

[For solicitation purposes, assume testing of three TV PSAs.]

TASK 4: PROGRAM IMPLEMENTATION

Under the direction of the NHLBI Project Officer, the contractor shall be responsible for the following tasks:

Task 4A. Plan, Coordinate, and Implement Program Launch: The contractor shall work with the NHLBI Project Officer to plan and conduct a kickoff event to launch the national campaign. This may include planning and preparing materials for a national press conference.

Task 4B. Materials Distribution: The contractor shall work with the NHLBI Project Officer to develop and implement a phased marketing plan for campaign material dissemination. The contractor shall be responsible for purchasing mailing lists for program materials and products, as necessary. As part of the plan, the contractor shall demonstrate the ability to package and deliver mass media products, including but not limited to, television and radio PSAs, print PSAs, and display ads (e.g. posters, bus cards, dioramas for airport advertising). Moreover, the contractor shall demonstrate expertise and success in securing program recognition and exposure through channels such as coverage in newspapers, magazines, professional journals, conference exhibits and presentations, and national television news stories.

The contractor shall also be responsible for designing and maintaining interactive Web pages that support and promote the program, and for Internet-based marketing of campaign materials and messages. [For solicitation purposes, offerors shall ensure that the electronic and information technology (EIT) developed adheres to Section 508 of the Rehabilitation Act. For further information on the Act, see <http://508.nih.gov>]

[For solicitation purposes, assume purchase of mailing lists to reach 50,000 health care providers/professional association members.]

Task 4C. Coordinate Involvement of Program Partners and NHLBI National Education Programs and Initiatives: The contractor shall work with the NHLBI Project Officer to attract and retain a strong core of strategic program partners who will assist the NHLBI in implementing the national campaign and local outreach activities. The program partners may include, but not be limited to, Federal, State, and local Government agencies, voluntary health organizations, health professional organizations, patient organizations, hospitals and other health care facilities, and media.

In developing and disseminating messages and forming partnerships, the contractor shall also work with relevant NHLBI national education programs and initiatives: National Cholesterol Education Program, National High Blood Pressure Education Program, National Heart Attack Alert Program, and the Obesity Education Initiative, as well as the NHLBI's six Enhanced Cardiovascular Dissemination and Utilization Centers (see Attachment 2).

[For solicitation purposes, assume development and maintenance of relationships with 8 to 10 partners at the national and/or local level.]

Task 4D. Provide Support for Local Community Program Outreach Activities: Under the direction of the NHLBI Project Officer, the contractor shall stimulate regional and local community implementation of campaign outreach activities. This may include, but not limited to, assisting in the recruitment of regional and local campaign partners; developing a community toolkit and hometown press kit; providing local/regional/national contacts or linkages that will assist in the development of local outreach activities; and developing a community spotlight section for the campaign web pages.

[For solicitation purposes, assume outreach activity in five local media markets.]

TASK 5: EVALUATION

The contractor shall design and carry out a series of evaluation activities each year of the contract that will both capture the results of the national campaign efforts and regional/local community outreach activities and provide direction for new activities.

Task 5A. Evaluate National Campaign: The contractor shall develop and conduct a coherent and practical system of evaluating the implementation process and outcomes of the national campaign. The system of evaluation shall use a variety of indicators that are appropriate to the communications strategies being evaluated.

For the television public service announcements, the contractor shall be responsible for obtaining, analyzing, and reporting data on how often the TV PSAs are aired and other measures of effectiveness.

The contractor shall also monitor news media (including online media) coverage of the campaign, and Website visitors.

Task 5B. Evaluate Scope of Regional/Local Campaign Outreach Activities: The contractor shall develop a system of monitoring and reporting on regional and local campaign outreach activities, including but not limited to, types and numbers of activities, geographic locations, and attendance or potential audience reach. Results of the national and regional/local campaign evaluation shall be included in the progress reports, as appropriate and in a final evaluation report at the conclusion of the contract.

Women's Heart Health Awareness Campaign—Target Audience Analysis

In responding to the Statement of Work, the offerors should exemplify their approach to the project by preparing a brief analysis of a selected audience that may be targeted in the campaign and suggest possible approaches to reaching that audience. The audience should relate to one of the four NHLBI Cardiovascular Health Performance Goals (see Attachment 1). The analysis should be brief, but should give the Government a clear understanding of how the offeror would organize and carry out the task of identifying and segmenting an audience appropriate for a campaign on women and heart health. It should state the rationale for choosing an audience, define its characteristics, and the approach to audience segmentation. Further, the offeror should identify creative approaches to reaching the audience at a national and regional/local level.

This analysis should be written in addition to the offeror's response to carrying out the tasks under the Statement of Work. It must adhere to a 10-page limit including charts, graphs, and other visuals. Offerors should submit the analysis in a separate section, following their technical proposal (response to tasks under the Statement of Work).

REPORTING REQUIREMENTS

A. Technical Progress Reports

1. **Monthly Reports:** Two reproducible copies shall be due 10 calendar days after the end of each month. Reports shall be in narrative form, and include all activity conducted during the previous month. Monthly reports shall include:
 - ï A quantitative and qualitative description of overall progress including the hours and dollars expended for each task activity during that month;
 - ï An indication of any current problems that may impede performance, and proposed corrective action; and
 - ï A discussion of the work to be performed during the next monthly reporting period.
2. **Strategic Project Plan:** Two copies of Strategic Project Plan for the campaign (as described under Task 2B) shall be due 3 months after contract award. The costs for each proposed activity in the Strategic Project Plan shall be able to be quickly retrieved for program management meetings between the NHLBI Project Officer and the contractor project manager.
3. **Annual Update to the Strategic Project Plan:** The contractor shall submit two copies of the Annual Update to the Strategic Project Plan for NHLBI Project Officer approval. The plan shall detail the objectives to be met and program strategies to be implemented during the period of performance. The plan shall also provide a time line for accomplishment of tasks. The costs for each initiative in the Annual Update to the Strategic Plan shall be able to be quickly retrieved for program management meetings between the NHLBI Project Officer and the contractor project manager.
4. **Final Report or Evaluation Report:** Two reproducible copies of a final report shall be submitted 30 days before the conclusion of the contract.
5. **Data Files, Disks, and Media Master Copies:** The contractor shall deliver to the NHLBI Project Officer, on or before the last day of the contract period of performance, all master copies of all materials produced during the contract period. This includes all originals (print materials and graphics), disks, videos, CD-ROMs, DVDs, negatives, photographs, slides, computer files and any other media or print master copies. The materials shall be clearly marked and an inventory of all materials shall be included.
6. **Technical Reports as Directed by the NHLBI Project Officer:** The contractor shall prepare additional technical reports based on the statement of work as specified by the NHLBI Project Officer.

DELIVERABLES

Satisfactory performance of the final contract shall be deemed to occur upon delivery and acceptance by the Contracting Officer, or the duly authorized representative, of the following

items, or their equivalent, during each year of the contract, in accordance with the stated delivery schedule:

			<u>Item</u>	<u>Description</u>	
2	Annual Update to Strategic Plan	2	1	Strategic Project Plan	
				30 days prior to the start of	
			3	Final Evaluation	
				Report	2
	4	Monthly Report			
		2		10 days after end of	
		each		month	
			5	Formative Research	
				and Marketing	2
		Reports			
			6	Concept, Message,	
				and Material	2
Testing Reports					
			7	Campaign and	
				Outreach Activity	
				TBD	per
				Subtasks 3c, 4b, 4c	
Materials					
	8	Campaign Evaluation Documents			
		2		per Task 5	
and Reports					
			9	Electronic Files of Web	
				Pages	all

All the above items (1-8) shall be delivered to the NHLBI Project Officer. Copies of the monthly reports and annual operational plans only shall be delivered to the Contracting Officer.

Addresses are as follows:

Project Officer	Contracting
Officer	
NHLBI/OPEC	
NHLBI/DEA/Contracts Operations Branch	
31 Center Drive MSC 2480	BDR Contracts
Section	
Bldg. 31 Room 4A21	6701
Rockledge Drive MSC 7902 (Room 6138)	
Bethesda, MD 20892-2480	Bethesda, MD
20892-7902	

Reference Material

NHLBI's Cardiovascular Health Performance Goals (Attachment 1)

National Heart, Lung, and Blood Institute. NHLBI Funds Enhanced Dissemination and Utilization Centers to Improve Cardiovascular Health, *HeartMemo*, Spring 2001. (Attachment 2)

Robertson, R.M. Women and cardiovascular disease: The risks of misperception and the need for action. *Circulation* 2001;103:2318-2320. (Attachment 3)

Women's Heart Health: Developing a National Health Education Action Plan—Strategy Development Workshop Report, March 26–27, 2001. (Attachment 4)